

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
9 June 2005 (09.06.2005)

PCT

(10) International Publication Number  
**WO 2005/052896 A1**

(51) International Patent Classification<sup>7</sup>: **G09F 11/15**,  
21/04

(21) International Application Number:  
PCT/BG2003/000045

(22) International Filing Date:  
23 December 2003 (23.12.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
108386 26 November 2003 (26.11.2003) BG

(71) Applicants and

(72) Inventors: PRAMATAROV, Emil [BG/BG]; 1 "Hristo  
Smimenski" Str., 8260 Tsarevo (BG). DJANGOZOV,  
Martin [BG/BG]; 43 "Assen Zlatarov" Str., 8000 Bourgas  
(BG).

(74) Agent: RADOSLAVOV, Nikolay; 128 "8-th Primorski  
Polk" Blvd. "Varna Breeze Patent", 9002 Varna (BG).

(81) Designated States (national): AE, AG, AL, AM, AT (util-  
ity model), AT, AU, AZ, BA, BB, BR, BW, BY, BZ, CA,

CH, CN, CO, CR, CU, CZ (utility model), CZ, DE (util-  
ity model), DE, DK (utility model), DK, DM, DZ, EC,  
EE (utility model), EE, EG, ES (utility model), FI (utility  
model), FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN,  
IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV,  
MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM,  
PG, PH, PL, PT (utility model), PT, RO, RU, SC, SD, SE,  
SG, SK, SI, SY, TJ, TM, TN, TR (utility model), TT, TZ,  
UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (regional): ARIPO patent (BW, GH,  
GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),  
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,  
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE,  
SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA,  
GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Declaration under Rule 4.17:**

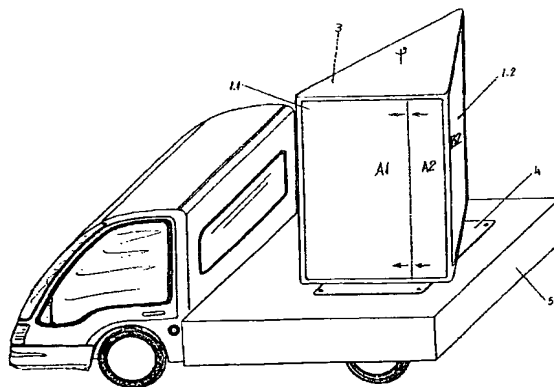
— of inventorship (Rule 4.17(iv)) for US only

**Published:**

— with international search report

For two-letter codes and other abbreviations, refer to the "Guid-  
ance Notes on Codes and Abbreviations" appearing at the begin-  
ning of each regular issue of the PCT Gazette.

(54) Title: ADVERTISING DEVICE



(57) Abstract: The invention relates to an advertising device, which can be implemented in the field of advertising through exposing on public places of big format full colour images (as posters, billboards etc) of goods and/or services being advertised. The device is formed as a vertical regular  $n$ -angular prism,  $n$  being freely optional number, rotating around its longitudinal axis of symmetry and a possibility is also provided for mounting the whole device on a lorry platform. The vertical rectangular walls of the prism are performed as observing windows (1.1, 1.2,...1.n) whereon can be watched the consecutive appearance of independent images, printed on a flexible tape. The advertising device is carried out as a set of several kinematically independent contours (modules) mounted on a common internal frame (6) where the observing windows of the particular modules form the outside visible walls of the device. The device enables a consecutive appearance of the images on the observing window without a necessity of a reversal of the direction of the movement of the tape with the images printed thereon in order to accomplish a full cycle. Thus a complete equality is achieved in term of frequency of appearance within the cycle of the images on the observing windows.

WO 2005/052896 A1